

# Here's why you find 190

## PHILIP MORRIS cigarettes

*exhibited at medical conventions*



Because PHILIP MORRIS has a  
message of significance to the doctors:

**T**ESTS\* showed that when smokers changed to  
Philip Morris, every case of irritation of the  
nose and throat due to smoking cleared completely  
or definitely improved.

\*Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 119-154  
Laryngoscope, Jan. 1937, Vol. XLVII, No. 1, 58-60

Philip Morris & Company, Ltd., Inc., 119 Fifth Avenue, New York

1003071296